

The Funnel Marketing Worksheet

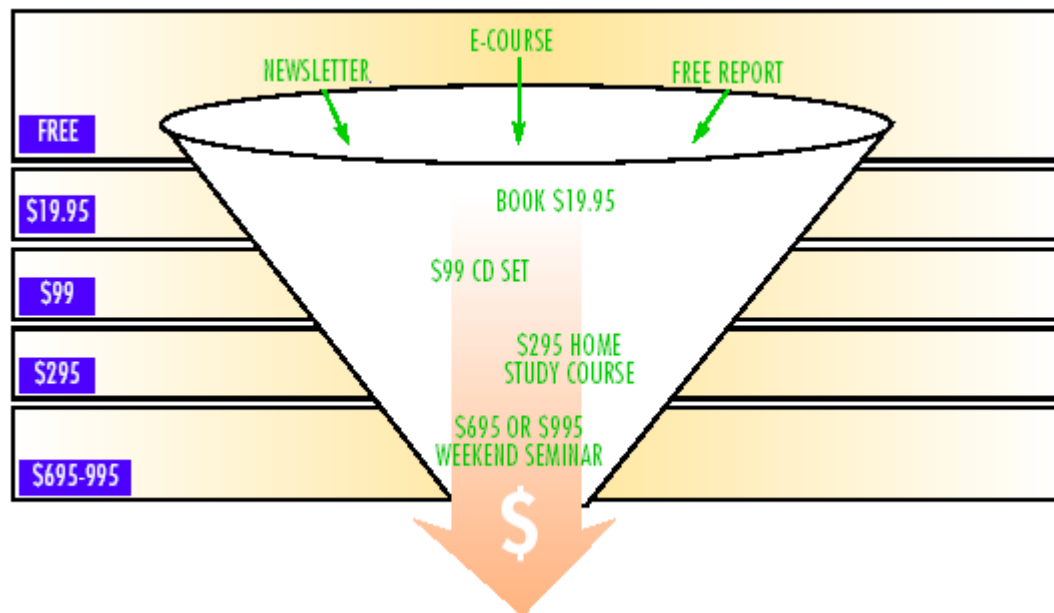
The Marketing Funnel

Unless you have strictly a one page sales web page, you will need to court your prospects to turn them into customers. On the internet, that means “give to get.” First you must give something in return for an email address, and to help you build your list. What do you give? Information!

To plan an information campaign, you first need to design your marketing funnel.

“What is a marketing funnel” you ask? Simply put, it’s a method of marketing that says that you offer your prospects and customers increasingly elaborate products and services – and more access to you – at ever-increasing prices. Basically, it’s all about getting people to spend more money with you once you’ve built the trust in the relationship. It works like this: you bring a new customer or prospect into your business, and then give them more ways to spend increasing amounts of money with you.

In order to make it simple, think of the shape of a funnel. It’s big at the top and narrow at the bottom. Concentrate on bringing in a lot of new customers and prospects into your business at a very low cost – or by receiving something for free – into the top of your funnel. (You can do this automatically through your autoresponder system). Here is an example of a funnel:



Here’s how it works: Give your prospects a free report, e-course or newsletter from your website to start the relationship. Then they may purchase a book for \$19.95; then you sell them a \$99 tape set. Next, you might offer them a \$295 home study course. Then you might hold a \$695 or \$995 weekend seminar. Now you’re starting to really bring in the money! And it’s all information relating to your topic!

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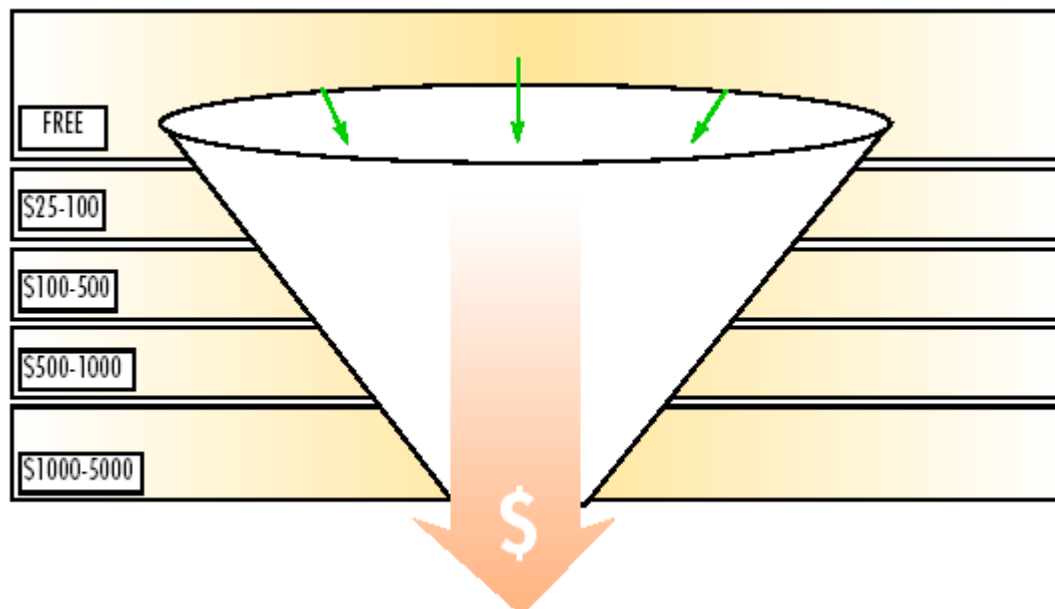
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When you have many customers who have purchased these products, you might decide to do a \$2000 package around your expertise. Later, you expand to a mentoring program, apprentice program or specialized coaching program. The cost? Probably in the \$5000 range. By the time someone has purchased everything you have, they may have spent \$20,000 or more with you.

Of course, thousands will come into your funnel, and some will not want to buy the other things you have to offer. That's perfectly okay! But know that a certain percentage at each price level will want to go to the next level, and become longer-term customers.

Exercise:

1. Design your funnel so you will know how to design your marketing strategy.
2. Begin with ONE free or low cost item you can deliver easily from your website, such as a newsletter, special report, articles, or e-course, and move into more and more specialized products that you could offer.
3. Place your current product offerings in the appropriate price points so you can visually see where you need to add or subtract.



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